UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Ethics

Academic Year 2024/2025

## 1. Organic Unit

Faculty of Business and Economic Sciences

## 2. Course

Marketing

## 3. Cycle

1st

## 4. Course Unit

Ethics (V1020)

## 5. Scientific Area

## 6. Curricular Year

2nd

## 7. Type of Curricular Unit / Semester

2nd Semester



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## 8. Class type and workload (work time)

| | |
|---|---|
| Theoretical classes: | |
| Practical classes: | |
| Theoretical-Practical Classes | 30,00 |
| Tutorial Guidance: | |

## 9. ECTS Credits

3,00

## 10. Scientific Area Coordinator

## 11. Regent

Dr. MIGUEL MARIA PARREIRA TEIXEIRA DUARTE

## 12. Assistants

## 13. Teaching Language

Portuguese

## 14. General Objectives

Become aware of the importance of ethics in personal, social and professional life.

## 15. Specific Objectives

Study the ethical implications and social responsibility in your daily activities.

## 16. Skills to be acquired

Ability to consider ethical aspects when approaching and solving problems and making decisions; discernment in the face of ethical dilemmas that arise in professional activity.

## 17. Teaching Methodology

- An essentially practical approach will be privileged, using the active method and with brief theoretical introductions.
- The expository method will be used at the beginning of each session to transmit the necessary content to structure the reasoning and carry out the proposed exercises; The demonstrative method will be used through debates, group dynamics and the presentation of alternative views (videos, images).



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## 18. Course Unit Program

1. Ethics: notion and foundation
2. Ontological and anthropological foundations of ethics
   2.1. Classical theories of ethics
   2.2. Ethics in contemporary culture
3. Distinction between ethics, morals, axiology and deontology
4. Ethics in a business context

## 19. Assessment Methods

The assessment will be done through the weighting of two tests with a value of fifty percent each and a final frequency that will encompass all of the program's material.

## 20. Didactic Resources

Support texts / scientific articles and other documents (ppt) provided by the professor
- Case Study
- Viewing film excerpts and discussing them

## 21. Sustainability Objectives

Contribute to responsible decision-making in various areas of society.
Recognize the interdependence of the various entities in the construction of society.

## 22. Keywords

Values
Deontology
Responsibility
Conduct



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## 23. Main Bibliography

| | | | |
|---|---|---|---|
| Author(s): | João César das Neves | | |
| Title: | Introdução à Ética Empresarial | | |
| Edition: | 2 | Year: | 2014 |
| Local: | Cascais | | |
| Publisher: | Principia | | |

| | | | |
|---|---|---|---|
| Author(s): | António Fidalgo | | |
| Title: | Ética mínima: pequena ética para tempos difíceis | | |
| Edition: | 2014 | Year: | 2014 |
| Local: | Lisboa | | |
| Publisher: | Gradiva | | |

| | | | |
|---|---|---|---|
| Author(s): | Arménio Rego, Miguel P. Cunha e outros | | |
| Title: | Gestão ética e socialmente responsável | | |
| Edition: | | Year: | 2007 |
| Local: | Lisboa | | |
| Publisher: | Editora RH | | |

## 24. Complementary Bibliography

| | | | |
|---|---|---|---|
| Author(s): | Vários (coordenação Cassiano Reimão) | | |
| Title: | Ética e Profissões: desafios da modernidade | | |
| Edition: | 1ª | Year: | 2008 |
| Local: | Lisboa | | |
| Publisher: | Universidade Lusíada Editora | | |

| | | | |
|---|---|---|---|
| Author(s): | António Bagão Félix, Paulo Otero, Pedro Afonso, Victor Gil (coordenação) | | |
| Title: | Temas de Ética: Reflexões e Desafios | | |
| Edition: | 1 | Year: | 2022 |
| Local: | Cascais | | |
| Publisher: | Principia | | |



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| Ficha técnica MIP / MIP Datasheet | |
|---|---|
| Título / Title | Course Unit Program 'ÉTICA': Academic Year 2024/2025 |
| Autor / Author | Dr. MIGUEL MARIA PARREIRA TEIXEIRA DUARTE |
| Classificação / Classification | - |
| Descritores / Descriptors | - |
| Colaborador(es) / Colaborator(s) | - |
| Data Hora / Date Time | |
| Formato de dados / Data Format | Texto / Text, PDF |
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